

# ALABAMA TOURISM DEPARTMENT

## CRF Campaign Progress Report

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Period: October 7, 2020 – November 3, 2020

Date: November 4, 2020

**Purpose:** Provide to DOF consistent with section 2.b.(iv) of MOU a report detailing progress made on the program. Significant progress this month was made on detailed campaign planning and approvals, production of campaign assets, media planning and buying. Details follow by job number in numerical sequence. Refer to agency hours reports included in October billing package for functional labor detail.

### General:

- Research news and examples of CARES Relief Fund requirements, acquisition and deployment within the tourism and travel industry via media, government and industry sources.
- Periodic reporting and consultation with ATD on other industry associations' and states' campaigns and potential strategies
- Participate with and report to ATD and partners via bi-weekly conference calls

### 68168-1 CARES – Recovery Campaign Planning – Strategic Plan

- Present to ATD second revision of plan, 10/2/20; deliver plan for final approval; 10/5/20; and submission to DOF, 10/7/20
- Consult with ATD on partial plan submissions to DOF of primary campaign elements; approved 10/19/20
- Consult with ATD on partial plan submissions to DOF of secondary campaign elements (ex.: Preparing Alabama video); approved 10/14/20
- Present CRF Campaign plan to ADPH for review and response/acknowledgement, completed 11/2

### 68186-2 CARES – Recovery Campaign Planning – Creative Strategy

- Collect samples of best practices for paid ad media, branding, relevant industry and public education
- Survey top industry partners for potential photography and video assets to repurpose for campaign ad production
- Revise initial concepts and recommendations for final submission by 10/5

### 68186-3 CARES – Recovery Campaign Planning – Media Strategy

- Revise media plan recommendations for final submission by 10/5

### 68286-1 CARES – Interactive Development – Strategic Planning

- Survey internet and industry sources for examples of Covid-19 driven and CRF specific digital content and campaign activity
- Collect samples of best practices for branding, relevant industry and public education via digital/web and social media channels
- Revise interactive recommendations for final submission by 10/5

### 68286-2 CARES – Interactive Development – Webpage

- Develop and QA CRF Campaign landing page; presented final recommendation to ATD 10/26/20; revision requests 10/27/20; soft launch 10/29/20
- Develop and QA industry safety pledge landing page and pledge form; presented final recommendation to ATD 10/26/20; revision requests 10/27/20; soft launch 10/29/20
- Develop and QA CRF Campaign toolkit for industry use, collate all related files (logomarks, rack card, poster) for download presented final recommendation to ATD 10/26/20; revision requests 10/27/20; soft launch 10/29/20;

- Redesign and QA existing traveler safety page to host Covid-19 content separately from other safety content including inclement weather messaging; presented final recommendation to ATD 10/26/20; revision requests 10/27/20; soft launch 10/29/20
- Identify, copywrite and insert referral text links cross promoting new/revised digital content on ATD consumer, partner and department websites consistent with best SEO practices

#### **68268-3 CARES – Interactive Development – Website Content**

- Write, proof and gain approvals of all headline, subhead, captions, body copy for campaign landing page, industry pledge page, tool kit; complete 10/27/20
- Write, proof and gain approvals of partner/consumer pledge, pledge requirements and form; complete 10/27/20
- Write, proof and gain approvals of Traveler Safety and Covid-19 web pages; complete 10/27/20
- Select, source and resize all required photography, illustrations, video content
- Consult with ATD on communication to industry partners to solicit campaign pledge and partner participation

#### **68329-1 CARES – Account Management – Financial Accounting & Reporting**

- Open jobs in workforce management system as befitting deliverables required within approved strategic plan
- Prepare second billing package including invoice, hours reports, supporting documents
- Monitor CDC, federal and state guidance and orders related to Covid-19 to ensure current and consistent messaging
- Periodic content updates consistent with CDC, Governor's Office and ADPH orders and updates
  - o <https://alabama.travel/my-trip/staying-safe>
- Update all website content consistent with Governor/ADPH most recent order issued September 30, 2020

#### **68479-1 CARES – Media – Planning, Buying, Billing**

- Conduct campaign planning and buying by 67 county share allocation, channel (digital and out of home) and corresponding ad units
- Initiate ad serving scheduling based on campaign ad assets as produced and available

#### **68479-2 CARES – Media – Traffic, Tags, Optimization**

- Identify all ad units, formats and specifications required for media plan execution; schedule agency resources for ad tracking tags and traffic per individual campaign segment plans

#### **68479-3 CARES – Media – Analytics, Reporting**

- Establish media related campaign goals and KPIs
- Collaborate between Digital/Interactive and Media on web site tagging to facilitate tracking and user flow
- Set January 6, 2021, deadline for comprehensive campaign analytics report

#### **68481-1 CARES – Digital Ad Production – Social Media Carousel Units**

- Finalize ad concepts/designs including approvals by ATD and DOF; concepts approved 10/19/20; final designs approved 10/28/20;
- Assist ATD with image sourcing from industry partners
- Confirm specs and behavior of ad unit, build and test sample unit, prepare summary review of ad behavior and configuration by channel and device
- Confirm county by county (67) preferred attractions (2-3 ea.); evaluate submitted, archival and sourced photography by county attraction (3-4 ea.); select photos for ad production; super attraction name tags over all photos; composite into

Facebook prescribed carousel ad template; write localized post copy for each ad unit; submit all for internal approval; first round of 6 completed 10/30/20

#### **68482-1 CARES – Campaign Collateral – Logomark**

- Revise per ATD direction and finalize logomark concepts/designs including approvals by ATD; completed 10/29
- Render logomark into all required color variations, file formats and with/without URL lockups; make available to ATD, vendors and industry pledge partners via 'toolkit' online; completed 10/29/20

#### **68482-2 CARES – Campaign Collateral – Poster**

#### **68482-3 CARES – Campaign Collateral – Rack Card**

#### **68482-4 CARES – Campaign Collateral – Specialty Items (window clings, adult masks, youth masks, hand sanitizing gels and wipes)**

- Consult with ATD on item selection, quantities, receiving, allocation, distribution to travelers via Welcome Centers, visitor information centers, industry and campaign pledge partners' points of entry
- Finalize designs and save all campaign assets as base files for re-size/render as appropriate
- Identify in-state vendors with prior STAARS approval and satisfactory service performance to expedite bid/quote process
- Shop multiple vendors, suppliers and items on availability, costs, turn time, packaging/S&H, quality with preference for American made
- Negotiate with and select three vendors based on above variables and CRF Campaign imprinting with orders placed 10/30/20:
  - o Wells Printing
    - 10,000 rack cards
    - 1,000 window clings
    - 500 posters
  - o LogoBranders
    - 40,000 adult masks
    - 5,000 youth masks
  - o Boosters
    - 10,000 2oz. hand sanitizing gels
    - 10,000 10 ct. sanitizing wipes
- Confirm all imprinting, deliver CRF Campaign logomarks and materials to vendor specifications, approve proofs; 11/2/20
- All bulk deliveries from vendors to ATD for breakdown and distribution per allocation plan to points of promotion

#### **68493-1 CARES – Marketing Communications - Public Relations**

- Draft press releases announcing campaign launch; present to ATD for approval, 11/2/20
- Propose release distribution plan to ATD
- Awaiting approval of draft release and distribution plan as of 11/3/20

#### **68493-2 CARES – Marketing Communications - Social Media**

- Draft content plan for consumer and B2B social channels
- Present content plan to client social media liaison for approval, 10/27/20

**68495-1 CARES – Video Ad Production**

- Produce animated graphics for digital and video ads, social and web content
- Produce end graphics for video ads
- Create storyboards for 12 digital video ads, present for final approval; 10/30/20; approval granted with exception to add an ad unit dedicated to State Parks, 11/2/20
- Source and/or acquire existing video footage from ATD archives, DMO partners

**68512-1 CARES – Preparing Alabama Video**

- Conduct internal project kick-off, create initial storyboards, revise and review storyboards
- Prepare detailed production cost estimate and timeline based on revised storyboards and logistics
- Package and present detailed project plan to ATD for approval, 10/31/20; approved, 11/2/20
- Conduct location identification, scout, permitting requirements, talent acquisition
- Source and/or acquire existing video footage from ATD archives and select DMO partners